Software & Information Industry Association
www.siia.net

Media Release

SIIA Education Division News
SIIA Communications Contact: John Crosby, 202.789.4469, jcrosby@siia.net
PR Contact: Sandy Fash, C. Blohm & Associates, 608.839.9800, sandy@cblohm.com

SIIA Releases Trends Report on K-12 and Postsecondary Education Technology

Report addresses five key topics including learning management systems, online learning and mobile computing

Washington, D.C. (June 8, 2010) – The Education Division of the Software & Information Industry Association (SIIA) announces the release of its most recent report on the K-12 and postsecondary education technology markets – officially titled the *SIIA Trends Report for Education Technology.*

Authored by various members of the education industry, the report highlights industry shifts and emerging trends as they relate to five main topics: K-12 learning management systems, postsecondary learning management systems, online learning, state of the states, and mobile computing.

"The purpose of this report was to identify the opportunities, challenges and potential areas for growth in K-12 and higher education institutions with regards to education technology. We aimed to find where technology has the greatest impact and where it can provide the most prolific benefits moving forward," said Karen Billings, vice president of SIIA's Education Division.

SIIA understands that its members actively build and improve their businesses based on analysis of the education industry and the ever-changing role of technology. The 2010 Trends Report on Education Technology provides members with access to key trend analyses for these five topics:

- David Longdon and Michael Jay describe trends in a report on **K-12 Learning Management Systems** that paint a picture of environments that augment the teacher and social learning interactions between children.
- In a report on **Postsecondary Learning Management Systems**, Mitchell Weisburgh looks at how the LMS has changed in postsecondary institutions, how the market is changing, and what we are likely to see in the future.
- Sue Collins and Peter Levy highlight five key trends in **Online Learning** that are important to members of the education technology community, spotlight some important movements to watch, then note barriers and challenges for those attempting to navigate this wealth of opportunity.
- In a **State of the States** report, Dr. Jim Rosso summarizes the general economic health and education direction of the states; comparing both the states' economic viability and directions in K-12 and postsecondary education, in addition to results in English Language Learners (ELL) and Pre-K education.

- In a report on **Mobile Computing**, Tom Greaves and Richard A. Milewski write about the rapid change desktop computers to various types of academic mobile computing devices, representing both a concern and an opportunity for educational software publishers.

SIIA's *2010 Trends Report for Education Technology* is available to members at no charge and for $149 to non-members through the association's website at www.siia.net/estore, or by contacting SIIA directly at 202.789.4467.

About SIIA
The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for 500 leading software and information companies. For further information, visit www.siia.net.

About SIIA's Education Division
SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

# # #